

DEPARTMENT OF LABOR & ECONOMIC GROWTH  
ACCESSIBLE VIDEO PRODUCTION POLICY

Effective date: 12/1/04

**Background:**


The Department of Labor and Economic Growth uses videos in communicating to internal and external audiences about its mission, programs, products and services. In keeping with Federal and State disabilities rights laws and the value of inclusion, it is the intent of this policy to standardize an approach to the production of video media.

**POLICY:**

VIDEO CAPTIONING AND AUDIO DESCRIPTION

1. All training and informational video recorded productions which support the agency's mission\*, regardless of format that contain speech or other audio information necessary for the comprehension of the content, shall be open or closed captioned.
2. All training and informational video recordings which support the agency's mission\*, regardless of format, that contain visual information necessary for the comprehension of the content, shall be audio described.
3. Display of presentation of alternate text presentation or audio descriptions shall be user-selectable unless permanent.
4. The Office of Media Technology (OMT) is responsible for implementing this policy and will maintain procedures for producing, commissioning or otherwise procuring video media. Questions on this policy may be directed to Dave Callanan at (313) 456-2929.

\* Note: Video recordings intended for internal investigative processes and/or documentation such as depositions, video recorded inspections, etc. are not included in the scope of this policy.

Approved: 

Dated: 10-14-04

## DLEG Procedures for procuring Accessible Videos

These procedures implement the Accessible Video Production Policy effective December 1, 2004. Videos produced by the Department of Labor and Economic Growth will meet the policy. These procedures guide the use of pre-existing videos. These procedures will be revised and updated to reflect advancements in technology, experience and the state of the art. The following procedures for in-house produced closed captioning, audio description and pre-existing videos are as follow.

### ❖ **Captioning**

The customer/client provides a written script.

Captioning will follow industry norms.

In the event that the customer cannot provide a written script, the Office of Media Technology (OMT) will assist in working with the client to get a transcript.

Upon receiving the script from the customer the OMT will review the material for clarity and language.

Closed captioning will be provided using these materials.

A description of the availability of closed captioning, open captioning or audio description will be listed on the DVD or video.

Lack of equipment, or faulty equipment is not a reason to show inaccessible videos or DVD's

The actual cost of captioning will be invoiced to the customer.

### ❖ **Audio Description**

Audio description (AD) should describe any visuals that significantly add to or enhance the message of the video. The OMT follows Audio Description International (ADI) standards and definitions, which state, in pertinent part: "Audio description is a means for providing access for people who are blind or have impaired vision. The purpose of audio description is to give people who are blind or have impaired vision a more complete picture of what is being shown, enabling them to appreciate and to share in the presentation as fully as a sighted person".

The OMT will review and provide AD voice-overs to videos when necessary. AD voice-overs should only be present when there is no other audio narration on the video. Ideally, the AD voice-over should be performed by someone other than the person doing the regular narration on the video.

Audio description should be available on the Second Audio Program (SAP) channel.

## ❖ Audio Description

If audio description cannot be provided on the SAP channel, the audio description on the video should be “open”, or there should be an alternate video available with open audio description.

A description of the availability of closed captioning, open captioning or audio description will be listed on the DVD or video.

Lack of equipment, or faulty equipment is not a reason to show inaccessible videos or DVD's

## ❖ Vendor Usage/ Pre-existing Videos

In the event a video is requested to be purchased, procured, rented or obtained through a contract facilitator for training purposes, job enhancement, guidelines and/or knowledge of duties, approval to obtain this video must come through the OMT.

The OMT will review the video with the client and make recommendations on the process needed for the video to comply with the current policy.

Example: If a client requests to use a video for an enhancement group or training session, they would first request approval from the OMT to use the video. If the OMT finds the video to be accessible it can be used.

If the video is not accessible OMT would review the video with the client and suggest changes needed. The OMT will contact the producers of the video to request the alterations for accessibility.

If the producer wants to make the alterations, the time frames for the completion of the project are decided. If accessibility cannot be achieved in the time frames desired by the client, then OMT will offer to make the changes.

If the producer refuses to make the changes and refuses to allow OMT to make the video accessible, then OMT will:

1. Advise the producer of the ADA and DLEG policy;
2. Advise the client not to use the inaccessible video;
3. Advise the client of alternative means to present equivalent information in an accessible format and
4. Inform the DLEG ADA coordinator of the actions.

### ❖ **Vendor Usage/ Pre-existing Videos**

If the client states that a small group of customers will view the video and no one requires accommodation for accessibility then a written request for approval must go to the DLEG ADA coordinator.

If the client refuses to comply with this policy a report will be made to the ADA Coordinator.